

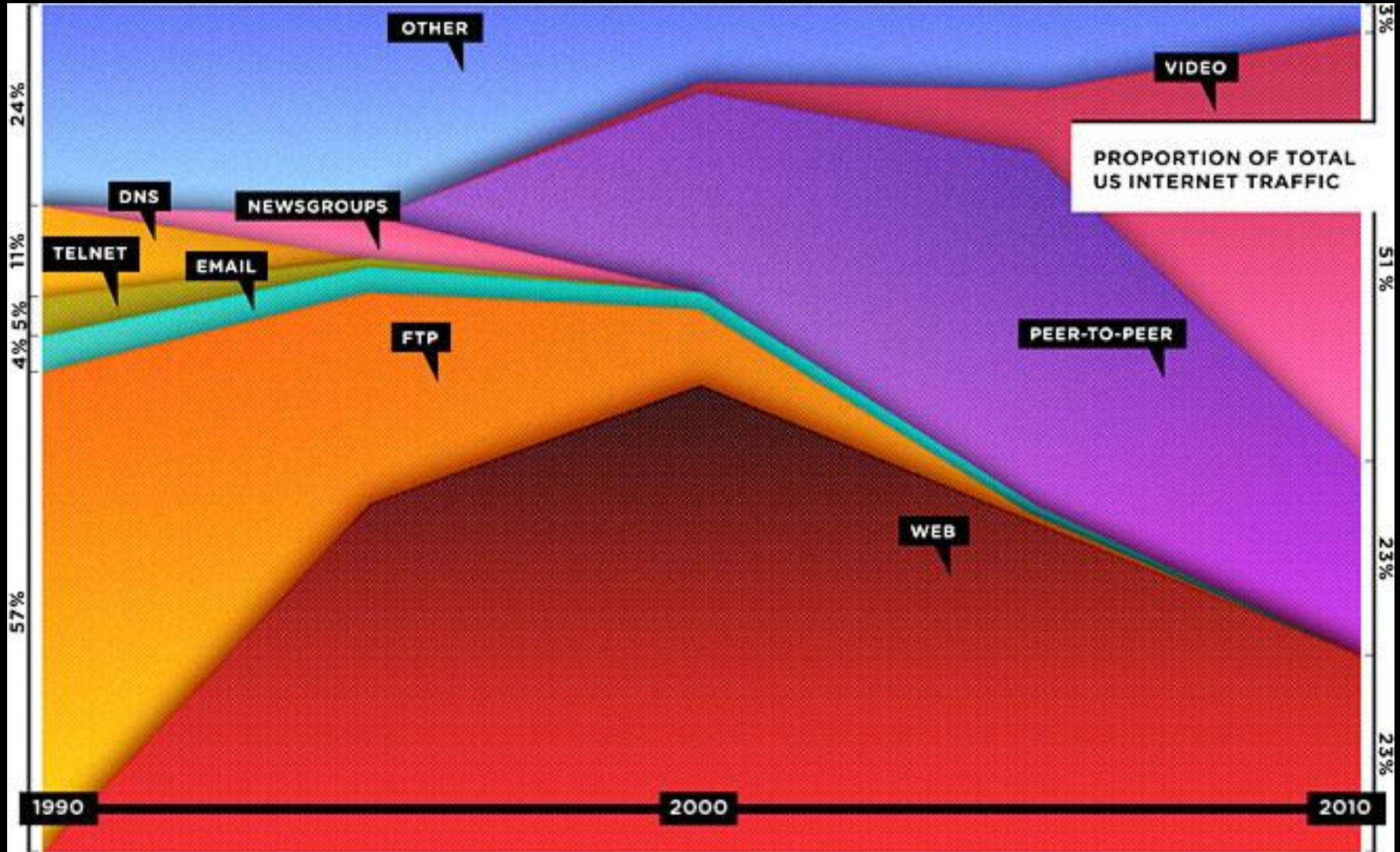


# How Modular Platforms Support the Growth of Video in Networks

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# Video Is Becoming Pervasive



Sources: Wired, Cisco estimates based on CAIDA publications, Andrew Odlyzko

# Why Video



- **A picture is a thousand words, and video says it all**
- **“In person” experience**
- **64% of communication is non-verbal<sup>1</sup>**
- **One third of the human cortex is dedicated to vision<sup>2</sup>**

<sup>1</sup> Kandola, Pearn “*The Psychology of Effective Business Communications in Geographically Dispersed Teams*”, Cisco Systems, September 2006

<sup>2</sup> Vision Group Research, FMRIB, University of Oxford, UK

# Video Addresses Four Key Challenges



**Distance**  
virtual  
any device



**Time**  
interactions  
rich media



**Reach**  
interactions  
any device



**Relevance**  
alerts  
interactions

**Network**

# Video Use Cases

## Organization Communications



“How do I communicate our new strategy quickly and thoroughly?”

## Meetings



“I’m double booked. How can I attend both?”

## Training / Education



“I need to get video training to our factory floor.”

## Advertising



“I want to provide my customers more interesting information.”

## Customer Interaction



“How do I assemble this gadget?”

## Events



“I want more interaction with my audience.”

# Use Case – Real time meeting DVR



# Deploying Video Has Been Challenging

## Multitude of Devices and Formats



- TelePresence
- Video cameras
- TV/Satellite streams
- Surveillance cameras
- Web conferencing
- Mobile devices & tablets
- Live and on-demand

## Difficult to Deploy and Manage



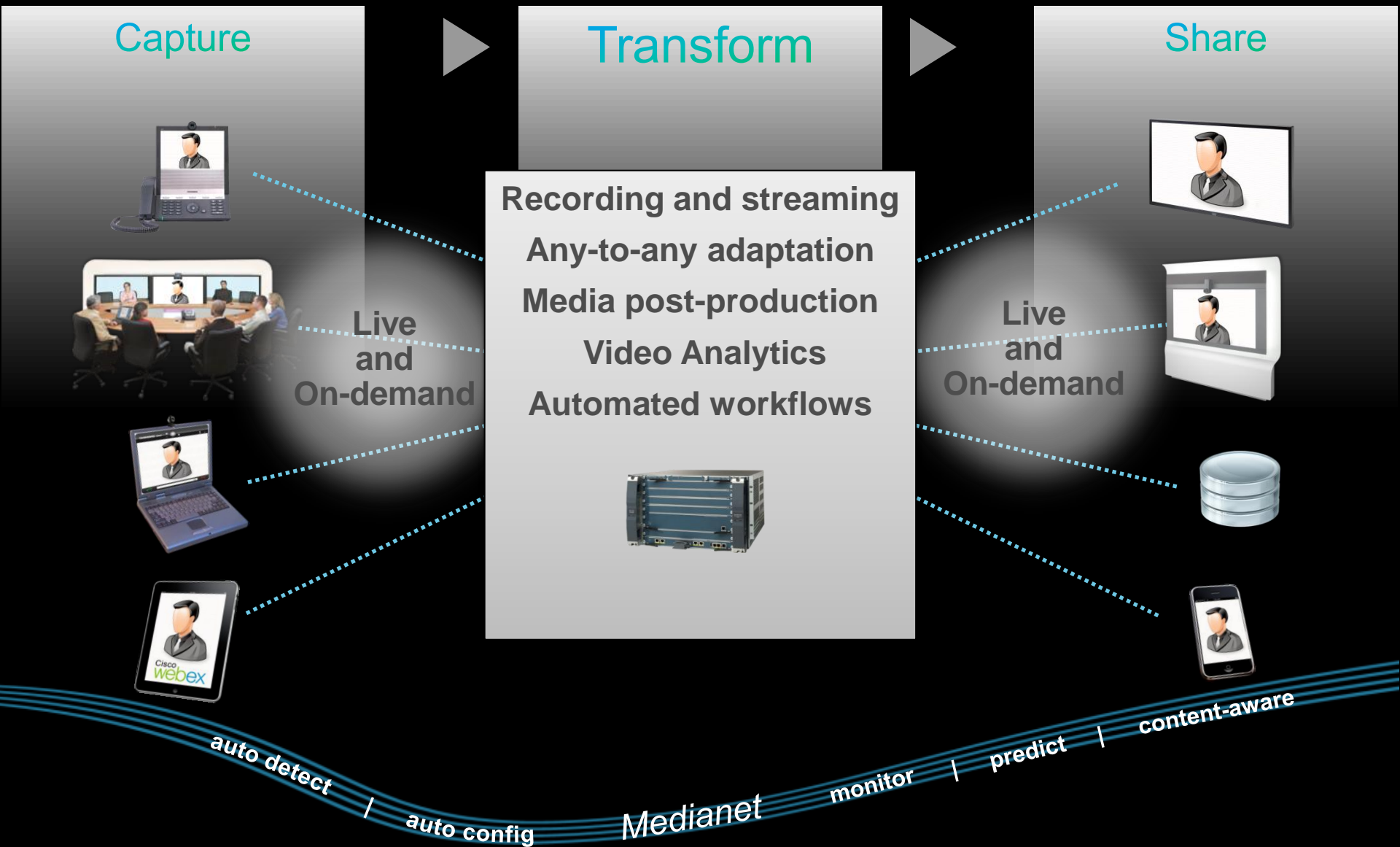
- Complexity
- Capacity
  - Storage
  - Bandwidth
- Manual, costly production
  - Transcode/transrate
  - Chapters, graphics, tags
  - Branding & copyright

## Difficult to Find and Consume



- Uneven experience
- Device, format, and resolution limitations
- Inefficient, limited search and navigation
- Increased customer expectations

# Transform: Media Experience Engines



# Challenges of real time video processing

- Media Stream Bandwidth
- Back plane capacity
- Processor Throughput
- Latency
- Cooling/Power/Density
- Time to Market and Cost.

# Cisco Medianet Architecture

Consumer



Business



Service Provider



**Quality of Experience: Best Quality on Any Device**

**Any to Any: Seamless Experience**

**Simplicity: Ease of Use and Deployment**

**Scalability and Reliability: Video at Scale**

# Conclusion

**1 Video is pervasive**

**2 Network plays a key role in video transformation and social meta collections**

**3 ATCA's standards provide the flexibility and adaptability that will help video become pervasive**



# Business Meetings

## Accelerated Decision Making



# Video is Becoming Pervasive

## NETWORKS



In 2014  
91% of traffic  
on networks  
will be Video

## CONTENT



2 billion videos  
are watched  
each day on  
YouTube

## MOBILITY



Mobile video  
will increase  
66x from  
2009 to 2014